AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1- 30 (Canceled).

31.   (Currently Amended) A software program for WWW page design, comprising:
a one or more computer readable media having stored thereon:
a restriction module which receives one or more restrictions defining one or more limitations imposed by a compression method to be used in generating a display of for displaying one or more WWW pages for viewing at a client as a compressed video stream; and
a design module, which lays out one or more display elements, responsive to said received one or more limitations in order to meet said one or more limitations when creating a compressed video stream of said display to be sent to a client.

32.   (Currently Amended) A software according to claim 31, wherein said one or more restrictions include a block size definition.

33.   (Currently Amended) A software according to claim 31, wherein said one or more restrictions include a bandwidth restriction, and wherein laying out of said one or more display elements comprises selecting one or more display elements to match said bandwidth limitations.

34.   (Currently Amended) A software according to claim 31, wherein said one or more computer readable media has have stored thereon an automated WWW page generator for a WWW server.

35.   (Currently Amended)   A software according to claim 34, comprising a communication module for receiving said <u>one or more</u> restrictions from a server associated with said compression.

36.   (Currently Amended)   A compression-modified software ~~that generates for performing at least one function and for generating~~ that generates at least one display to be viewed, comprising:

a-one or more computer readable media having stored thereon:

~~a functional module which performs said function~~ a program that when running at a server generates a display for viewing at a client as a compressed video stream; and

a compression-responsive module which receives an indication of one or more restrictions related to a-compression of said at least one display and which controls said module to generate a-said at least one display responsive to said indication, wherein said at least one display is modified relative to a display generated without said restrictions in order to meet said one or more restrictions when creating a compressed video stream of said at least one display to be sent to a client.

37.   (Previously Presented)   Software according to claim 36, wherein said indication comprises a message from a computer on which said software is executed.

38.   (Previously Presented)   Software according to claim 36, wherein said indication comprises a configuration file.

39.   (Previously Presented)   Software according to claim 36, wherein said modified display is modified to meet a bandwidth requirement.

40.   (Currently Amended)   Software according to claim 39, wherein said bandwidth requirement is an instantaneous ~~band-width~~ bandwidth requirement.

41.   (Previously Presented)   Software according to claim 36, wherein said modified display is modified to reduce resources required for compression.

42.   (Previously Presented)   Software according to claim 36, wherein said display is modified by moving at least one object, relative to its display location for a non-compressed display.

43.   (Previously Presented)   Software according to claim 36, wherein said display is modified by utilizing a different object for a compressed display than for a non-compressed display.

44.   (Currently Amended)   Software according to claim 36, wherein said ~~function~~ program comprises a WWW browsing ~~function~~program.

45.   (Currently Amended) A method of advertisement, comprising

providing a compressed video stream, representing a display of computer software that is running at a server and is to be sent to a client as the compressed video stream;

determining an available portion of said display; and

inserting an advertisement into said available portion of said display, wherein inserting comprises ~~manipulating~~ adding the advertisement into said compressed video stream, without decompressing said compressed video stream, such that said compressed video stream includes the advertisement.

46.   (Previously Presented) A method according to claim 45, wherein providing a compressed video stream comprises converting a computer software generated display into said compressed video stream.

47.   (Previously Presented) A method according to claim 46, comprising analyzing said display to determine said available portion.

48.   (Previously Presented) A method according to claim 47, wherein analyzing said display comprises analyzing display commands generated by said software.

49.   (Previously Presented) A method according to claim 47, wherein said software comprises a WWW browser.

50.   (Previously Presented) A method according to claim 45, wherein said inserting is responsive to information associated with a viewer of said video stream.